

Marlene H. Dortch, Secretary Federal Communications Commission Office of the Secretary c/o Natek, Inc., Inc. 236 Massachusetts Avenue, N.E. Suite 110 Washington, DC 20002 NOV 1 2 2009 FCC Mail Room

ORIGINAL

Dear Ms. Dortch:

Pursuant to the regulations for ex-parte communication with the FCC, we enclose 2 hard copies of the documents prepared for our discussion with Jennifer Flynn, Scott Berendt and Jessica Strott at the FCC on November 4, 2009 at 11:00am and a grant letter from Ingram Micro sent via email to Jessica Strott on November 5, 2009 at 11:25am. This topic of the meeting and correspondence was broadband adoption policy related to proceeding #09-51.

Please do not hesitate to contact me should any additional information be required.

Thank you.

Greg H. Goldman

CEO

Cc: Jessica Strott

No. of Copies rec'd______ List ABCDE

Integrating Adoption into Employment, Education and Health DIG'S BROADBAND ADOPTION METHODOLOGY

Prepared for Commissioner Clyburn, September 24, 2009

Star Street	7.5				
OUTCOMES	Tech Skills for Resume Creation and Job Search	College and Financial Aid Applications, Job and Internship Search	Online Health Information and Advocacy, Resume Creation & Job Search	Pre/postpartum Care Information, Resume Creation & Job Search, Public Benefit Signup	New Website with CMS, Accounting Software, Business Development Training
The state of	11	11	11	11	11
PARTICIPANTS	Workforce Training Graduates	Vulnerable Public High- School Students	Families with a Disabled Family Member	New and Expecting Mothers	SDB Owners who Complete Business Dev. Training
	1	1	1	Î	1
PARTNER	Metro. Career Center	Philadelphia Academies	Vision for EQuality	Maternal, Child & Family Health Div.	Project RISE
	1	1	1	1	1
FUNDER	State Labor & Industry	Corporate Foundation	State Disabilities Funding	Municipal Health Dept. & Hospital Foundation	Regional Economic Development Funds

- DIG has served a total of 1,750 households in partnership with over 40 community partners
- The FCC's Adoption and Usage Team has tasked DIG with creating and leading a national Working Group to generate formal recommendations for measures of success in relation to broadband adoption by low-income communities
 - The Adoption and Usage Team has also tasked DIG with creating a scalable policy and tactical implementation plan for adoption among low-income youth that would engage Internet Service Providers, hardware manufacturers and the education community.

DIG's TechPack

- TechPack addresses all relevant barriers to broadband adoption simultaneously
- Participants earn complete TechPacks via "sweat equity" model

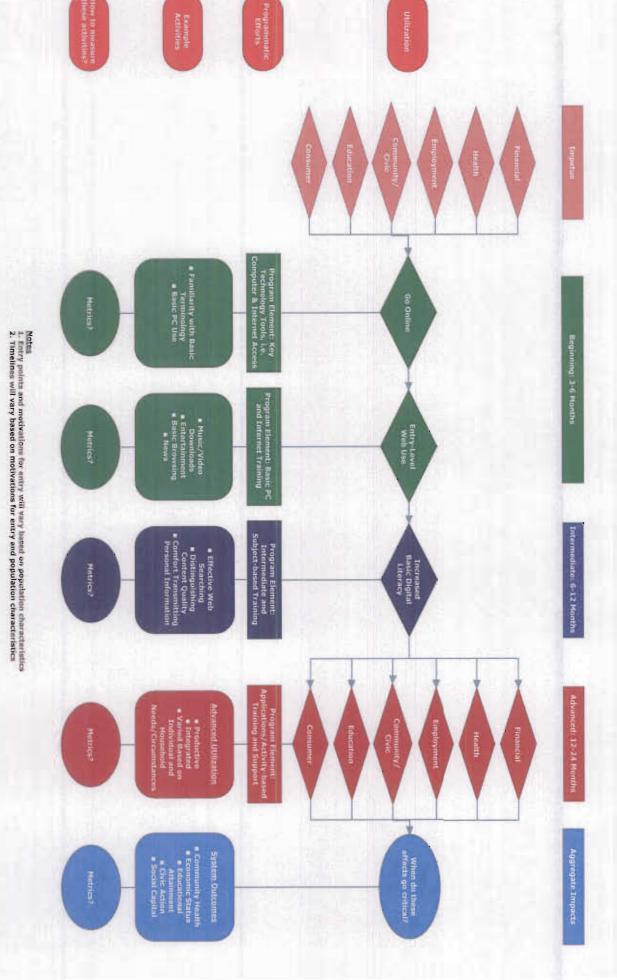
Component: Basic PC, Email and Internet Training Barrier: Lack of Technology Literacy	Basic PC, Email and Lack of Technology	Basic PC, Email and Lack of Technology Customized, Skill-Si	Basic PC, Email and Lack of Technology Customized, Skill-Sp Relevance	Basic PC, Email and Lack of Technology Customized, Skill-Sp Relevance Population/Topic-Sp	Basic PC, Email and Lack of Technology Customized, Skill-Si Relevance Population/Topic-Sp Relevance	Basic PC, Email and Lack of Technology Customized, Skill-Si Relevance Population/Topic-Sp Relevance	Basic PC, Email and Lack of Technology Customized, Skill-Sp Relevance Population/Topic-Sp Relevance Ongoing, Local Cust Technical Support	Component: Basic PC, Email and Internet Trainir Barrier: Lack of Technology Literacy Component: Customized, Skill-Specific Training Barrier: Relevance Component: Population/Topic-Specific Content Barrier: Relevance Component: Relevance Barrier: Ongoing, Local Customer and Technical Support Unique Support Needs of First-Time
	II-Specific Training			c-Specific Content	Specific Content	z-Specific Content	c-Specific Content Customer and	c-Specific Content Customer and Int Needs of First-Time

Learning & Ongoing Usage by DIG Clients (n=92)

	Out of thos this as a partici	Out of those who cited this as a reason for participation
Activity	% who reported learning how to	% who reported ongoing use for this purpose
Activity	100 m 20	purpose
Complete daily tasks (buying groceries, paying bills, etc.)	70%	57%
Keep in touch with family and friends via the computer	81.1%	73.5%
Research educational opportunities	82.4%	68.1%
Find and apply for jobs or internships	86.3%	68.1%
Help my children or family members with homework	83.3%	68.8%
Manage my business finances and track customers and inventory	81.4%	50.0%
Manage my personal finances	75.6%	52.5%
Find medical help or information	81.0%	62.8%
Search for child care services online	81.0%	57,5%
Shop online for products or services	73.7%	52.8%
Sign up for public benefits	91.7%	44.1%



Staged Broadband Adoption Process - Draft II Broadband Adoption Program Metrics Discussion Proprietary Information, Digital Impact Group, October 26, 2009





SPP Number	S9070056-2	Date Created	08/05/09
RSE	Philip Burger	SPP Effective From	07/14/09
End User	City of Philadelphia	SPP Effective To	10/30/10
Disti/DVAR	INGRAM MICRO		
VAR	Digital Impact Group	TAE	Tavey Daley

No other discounts or promotions apply including Government and Educational rebates. By accepting this Grant Letter, Channel Express terms and conditions per your Acer America Contract are waived. The Bid Desk hereby authorizes the following Acer pricing for this specific end—user opportunity. This Grant Letter does not guarantee availability and is subject to all terms and conditions listed below.

Part Number	LU.S680B.066
Approved Price	USD 275
Approved Qty	10000
Minimum Qty	200
Description	Microsoft Windows XP Home Edition (SP3); Intel Atom Processor N270 (512KB L2 cachc, 1.60GHz, 533MHz FSB); 1GB DDR2 533 SDRAM; 160GB hard drive, 5400RPM; multi—in—one card reader; 10.1" WSVGA (1024 x 600), Acer CrystalBrite Technology; Integrated Intel Graphics Media Accelerator 950; 802.11b/g WLAN, 10/100 LAN, webcam; Case Included: No, three—cell battery, Sapphire blue
Product Special T & C	Price of \$270 for order of 1000 or more

Part Number	LU.S810B.175
Approved Pricc	USD 306
Approved Qty	5000
Minimum Qty	200
Description	Windows XP Home Edition (SP3); Intel Atom Processor Z520;1GB DDR2 667 SDRAM; 160GB hard drive, 5400RPM; multi-in-one card reader; 11.6" WXGA (1366 x 768), Acer CrystalBrite Technology; Integrated Intel Graphics Media Accelerator 500; 802.11b/g WLAN, 10/100 LAN, webcam; three-cell battery, Color: Diamond black
Product Special T & C	

Acer America Terms and Conditions for this Grant	Letter:
Other Discounts/Promotions	None
Stock Rotation	No
Price Protection	No
MIP	No
MDF	No
Freight Terms	N/A

Special Terms and Conditions:



This Special price is offered in response to competitive pricing pressure and is limited to this specific end—user opportunity, subject to availability. Once you have sold and shipped product to the aforementioned end—user, you must submit (1) a request for credit (2) a copy of the end—user PO and (3) this special bid Grant Letter. If product is shipped from your current inventory, you must also include a list of all serial numbers of the products shipped. Credit will be applied to your account for the difference between the bid price and the current price at the time of the purchase order. Requests for credit must be submitted within 30 days after shipment to the end—user or shall be deemed void. Credits will be applied within 30 days of receipt of proper documentation. Please fax requests to your standard Acer inside Sales Account Representative. Acer will not be responsible for typographical or other errors and omissions regarding pricing. Prices and configurations are subject to change without notice and do not include shipping charges.

Thank you for choosing to bid Acer America products.

Acer America Inc.

Integrating Adoption into Employment, Education and Health DIG'S BROADBAND ADOPTION METHODOLOGY

Prepared for Commissioner Clyburn, September 24, 2009

FUNDER	State Labor & Industry	Corporate Foundation	State Disabilities Funding	Municipal Health Dept. & Hospital Foundation	Regional Economic Development Funds
	1	1	1	1	1
PARTNER	Metro. Career Center	Philadelphia Academies	Vision for EQuality	Maternal, Child & Family Health Div.	Project RISE
	1	1	1	1	1
PARTICIPANTS	Workforce Training Graduates	Vulnerable Public High- School Students	Families with a Disabled Family Member	New and Expecting Mothers	SDB Owners who Complete Business Dev. Training
	11	11	11	11	11
OUTCOMES	Tech Skills for Resume Creation and Job Search	College and Financial Aid Applications, Job and Internship Search	Online Health Information and Advocacy, Resume Creation & Job Search	Pre/postpartum Care Information, Resume Creation & Job Search, Public Benefit Signup	New Website with CMS, Accounting Software, Business Development Training
DLOR.		Butter Commit			

- DIG has served a total of 1,750 households in partnership with over 40 community partners
- communities generate formal recommendations for measures of success in relation to broadband adoption by low-income The FCC's Adoption and Usage Team has tasked DIG with creating and leading a national Working Group to
- the education community. for adoption among low-income youth that would engage Internet Service Providers, hardware manufacturers and The Adoption and Usage Team has also tasked DIG with creating a scalable policy and tactical implementation plan

DIG's TechPack

Learning & Ongoing Usage by DIG Clients (n=92)

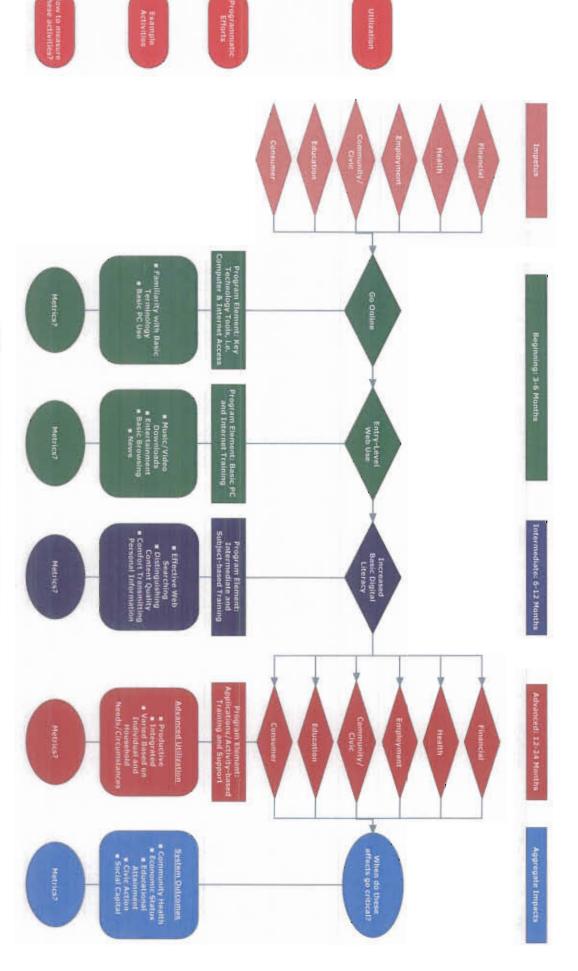
- TechPack addresses all relevant barriers to broadband adoption simultaneously
- Participants earn complete TechPacks via "sweat equity" model

Barrier: Unique Support Needs of First-Time Users	Component: Ongoing, Local Customer and Technical Support	Barrier: Relevance	Component: Population/Topic-Specific Content	Barrier: Relevance	Component: Customized, Skill-Specific Training	Barrier: Lack of Technology Literacy	Component: Basic PC, Email and Internet Training	Barrier: Internet Service Cost & Serviceability	Component: 6 to 12 Months Broadband	Barrier: Inexperience, Intimidation Complexity & Cost	Component: Netbook Setup & Software Installation	Barrier: Hardware Cost	ent:
eds of First-Time	stomer and		pecific Content		Specific Training	Literacy	d Internet Training	ost & Serviceability	padband Service	nidation	oftware		

A STATE OF THE STA	Out of thos	Out of those who cited this as a reason for
Activity	% who reported learning how to	reported ongoing use for this purpose
Complete daily tasks (buying groceries, paying bills, etc.)	70%	57%
Keep in touch with family and friends via the computer	81.1%	73.5%
Research educational opportunities	82.4%	68.1%
Find and apply for jobs or internships	86.3%	68.1%
Help my children or family members with homework	83.3%	68.8%
Manage my business finances and track customers and inventory	81.4%	50.0%
Manage my personal finances	75.6%	52.5%
Find medical help or information	81.0%	62.8%
Search for child care services online	81.0%	57.5%
Shop online for products or services	73.7%	52.8%
Sign up for public benefits	91.7%	44.1%



Staged Broadband Adoption Process - Draft II Broadband Adoption Program Metrics Discussion Proprietary Information, Digital Impact Group, October 26, 2009



- Notes

 1. Entry points and motivations for entry will vary based on population characteristics

 2. Timelines will vary based on motivations for entry and population characteristics



SPP Number	S9070056-2	Date Created	08/05/09
RSE	Philip Burger	SPP Effective From	07/14/09
End User	City of Philadelphia	SPP Effective To	10/30/10
Disti/DVAR	INGRAM MICRO		
VAR	Digital Impact Group	TAE	Tavey Daley

No other discounts or promotions apply including Government and Educational rebates. By accepting this Grant Letter, Channel Express terms and conditions per your Acer America Contract are waived. The Bid Desk hereby authorizes the following Acer pricing for this specific end—user opportunity. This Grant Letter does not guarantee availability and is subject to all terms and conditions listed below.

Part Number	LU.S680B.066
Approved Price	USD 275
Approved Qty	10000
Minimum Qty	200
Description	Microsoft Windows XP Home Edition (SP3); Intel Atom Processor N270 (512KB L2 cache, 1.60GHz, 533MHz FSB) ;1GB DDR2 533 SDRAM;160GB hard drive, 5400RPM; multi-in-one card reader;10.1" WSVGA (1024 x 600), Acer CrystalBrite Technology; Integrated Intel Graphics Media Accelerator 950; 802.11b/g WLAN, 10/100 LAN, webcam; Case Included: No, three-cell battery, Sapphire blue
Product Special T & C	Price of \$270 for order of 1000 or more
Part Number	LU.S810B.175
Approved Price	USD 306
Approved Qty	5000
Minimum Qty	200
Description	Windows XP Home Edition (SP3); Intel Atom Processor Z520; IGB DDR2 667 SDRAM; 160GB hard drive, 5400RPM; multi-in-one card reader; 11.6" WXGA (1366 x 768), Acer CrystalBrite Technology; Integrated Intel Graphics Media Accelerator 500; 802.11b/g WLAN, 10/100 LAN, webcam;

Acer America Terms and Conditions for this Grant Letter:	
Other Discounts/Promotions	None
Stock Rotation	No
Price Protection	No
MIP	No
MDF	No
Freight Terms	N/A

three-cell battery, Color: Diamond black

Special Terms and Conditions:

Product Special T & C



This Special price is offered in response to competitive pricing pressure and is limited to this specific end—user opportunity, subject to availability. Once you have sold and shipped product to the aforementioned end—user, you must submit (1) a request for credit (2) a copy of the end—user PO and (3) this special bid Grant Letter. If product is shipped from your current inventory, you must also include a list of all serial numbers of the products shipped. Credit will be applied to your account for the difference between the bid price and the current price at the time of the purchase order. Requests for credit must be submitted within 30 days after shipment to the end—user or shall be deemed void. Credits will be applied within 30 days of receipt of proper documentation. Please fax requests to your standard Acer inside Sales Account Representative. Acer will not be responsible for typographical or other errors and omissions regarding pricing. Prices and configurations are subject to change without notice and do not include shipping charges.

Thank you for choosing to bid Acer America products.

Acer America Inc.